4/2/84
C1750-1a

The Fifth Estate

Broadcasting ϟ Apr 2

HOW MINNEAPOLIS-ST. PAUL NEARLY BECAME LOS ANGELES.

It was a real danger there for a while. Once people got hip to the Twin Cities incredible prosperity – we do, for example, have the fourth highest median family income in the country* – mass immigration was sure to follow. The prospect was terrifying.

Instead of our nice people in their dutch colonials, we'd end up with a bunch of game show hosts, drive-in health spas, and goodness knows what all. We had to do something. In desperation, we made up this outrageous story about how it gets really cold here. We even said it sometimes gets down to thirty below! People actually fell for it. Needless to say, we felt terrible about telling such a fib. But it worked, and here we sit undisturbed in our secret paradise on the prairie, just two million quiet folks who are perfectly well-adjusted. And incredibly well-heeled.

KSTP-TV 5 abc

On top of a most civilized market.

*Among 25 largest metro areas. Source: 1980 U.S. Census. For more information, call KSTP-TV Sales at (612) 646-5555 or your nearest Petry office.

20814GARNEQ6681 GEA JUN/84
S GARNER
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

53d Year 1984

Vol. 106 No. 14

Broadcasting Apr 2

FCC authorizes stereo TV; ups attribution limits
ABC wins February sweeps
"At Large" with NRBA's Bernie Mann

WHERE THINGS STAND □ BROADCASTING's quarterly look at the unfinished business of electronic communications begins on **PAGE 15.**

WARNING □ Packwood tells NAB he'll oppose legislation containing quantified programing standards. **PAGE 31.**

STEREO TV □ FCC authorizes stereo television, postpones action on cable carriage of stereo on must-carry signals. **PAGE 31.**

ATTRIBUTION CHANGE □ FCC rewrites attribution rules, permitting entities to invest more in media properties. **PAGE 31.**

GOING PRIVATE □ Executives of Harte-Hanks Communications propose leveraged buyout in move to take company private. **PAGE 32.**

ROUNDTABLE SQUARE-OFF □ Democratic presidential candidates debate in first such network-sponsored event since 1960. **PAGE 33.**

VICTORY □ ABC comes out on top in Arbitron's February sweeps. A market-by-market breakdown begins on **PAGE 36.**

DEADLOCK □ NCTA, nation's cities, at impasse on cable dereg bill's refranchising and rate regulation provisions. **PAGE 38.**

AT LARGE □ In a revealing interview with BROADCASTING editors, NRBA's Bernie Mann talks candidly about a wide range of issues affecting the radio industry. **PAGE 42.**

LOW POWER CONFERENCE □ At LPTV West conference in Anaheim, attendance was down but hopes were still up that FCC applications logjam would soon be freed up. **PAGE 52.**

COME TOGETHER □ Katz Communications reaches agreement to purchase rep firms RKO Radio Sales and Christal Co. for approximately $21 million. **PAGE 56.**

TV TRIAL □ CNN and local cable coverage of New Bedford rape trial praised by judge. **PAGE 60.**

PASSING MADISON AVENUE. □ Record crowds attend Cabletelevision Advertising Bureau's third annual conference at Sheraton Center in New York; hear advice on increasing cable's share of the advertising wealth. **PAGE 62.**

OK'd □ Senate Commerce Committee clears Dennis Patrick to fill remainder of former FCC Commissioner Jones's term, which expires June 30, 1985. **PAGE 68.**

KO'd □ With President and 20 senators on record against any action for next two years, repeal of television network syndication and financial interest rules appears down for count. **PAGE 70.**

HARD TIMES □ Connecticut Supreme Court reverses lower court ruling in Times Mirror Co. cable television-newspaper crossownership case. **PAGE 71.**

TURF TROUBLES □ Jurisdictional dispute on alternatives to Intelsat proves monkeywrench in U.S. machinery for producing international communications policy. **PAGE 72.**

TOP 40 TOUCH □ Bob Hyland, vice president, CBS Owned FM Stations, has turned around that network's FM fortunes. **PAGE 103.**

INDEX TO DEPARTMENTS

Advertising & Marketing 62	Datebook 22	In Brief 104	Monday Memo 20
Business Briefly 16	Editorials 106	Information Age 72	Programing 66
Cablecastings 10	Fates & Fortunes 99	Journalism 60	Stock Index 58
Changing Hands 74	Fifth Estater 103	Law & Regulation 68	Telecastings 77
Closed Circuit 9	For the Record 84	The Media 52	Where Things Stand 15

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $60, two years $115, three years $160. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $80. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS □ Accu-Weather 26 □ American Chiropractic Assn. 71 □ Beatle City 72-73 □ Blackburn & Co. 74 □ Blair Entertainment 3 □ BMI Second Cover □ Capital Cities Communications 67 □ Chapman Associates 77 □ Chemical Manufacturers Assn. 22 □ Classified Ads 89-98 □ ColoRgraphics Systems Inc. 63 □ Columbia Pictures Television 4-5, 12-13 □ Continental Electronics 84 □ R.C. Crisler & Co. 79 □ DFS Program Exchange 51 □ Embassy Telecommunications 23, 25 □ The Fetzer Stations Third Cover □ FICON/Financial Communications Network Inc. 81 □ Heller-Oak Communications Finance Corp. 76 □ Lester Kamin & Co. 78 □ Katz Communications Inc. 47 □ KCBS-TV 19 □ KSTP-TV Front Cover □ MCA TV 8, 21 □ MGM/UA Entertainment Co. 17 □ Motor Racing Network 16 □ National Broadcasting Co. 99 □ NEC America 61 □ Petry 43 □ Professional Cards 87 □ The Research Group 6 □ Cecil L. Richards Inc. 75 □ Services Directory 86 □ Sun Co. 69 □ D.L. Taffner Ltd. 65 □ Telepictures Corp., 11, 54-55, 57, 59 □ TeleRep Inc. 53 □ 3M Stormscope Fourth Cover □ The Tobacco Institute 14 □ Transtar 27, 28-29 □ Tribune Entertainment Co. 30 □ Victory Television 48-49 □ WBZ-TV 45 □ Worldvision Enterprises Inc. 39, 40-41 □

on this society."

□ The public medium's local programing, as contrasted to the national service, "is more myth and rhetoric than reality."

□ And while urging PBS stations to avoid entering the expensive competition for local news, he also suggested they avoid "acquiring a schedule full of second-rate movies, shabby British comedies and off-network reruns."

□ The Corporation for Public Broadcasting, Grossman said, should get out of the program business, distributing federal funds directly to stations and eliminating its own program fund "so that CPB can be free to evaluate and criticize the system's programing performance without being mired in its own conflicting role."

Grossman was introduced by CPB Chairman Sharon Rockefeller, who called him "the PBS president who put public television where it belongs: up at the head table of broadcasting," and who called him "a fascinating mixture of purpose and pizzazz." □

ABC wins February sweeps

It comes out on top in Arbitron market-by-market calculations; CBS is second, NBC is third

ABC won the prime time Arbitron February market-by-market sweeps race, but by a smaller margin than it won for the same period a year ago. The margins are still wide enough, however, that none of the networks dispute who won; the only disagreement—principally because of different computation methods—is over the margin of victory.

The results are based on Arbitron-supplied ratings from 145 markets. They also include only prime time periods when all three networks are programed against one another—all local prime time programing has been excluded. However, ABC's computations included programs that extended past prime time (11 p.m. NYT) or were delayed locally and shown in other dayparts. On the other hand, CBS does not include either runovers or delayed broadcasts in its computations.

According to ABC's figures—based on 209 markets—ABC recorded 16,045,000 households per average quarter hour in prime time during February, 2.8% ahead of CBS's 15,602,000 households and 22.8% ahead of NBC's 13,062,000.

And ABC fared even better, according to CBS researchers. CBS computed—based on the 209 Arbitron markets—that its average quarter-hour prime time audience was 15,453,000 households, 4% behind ABC's 16,095,000 but 21.8% ahead of NBC's 12,691,000. In February 1983, according to CBS researchers, CBS households lagged 13.7% behind ABC's households and 23.8% ahead of NBC's in the Arbitron market-by-market sweeps.

CBS researchers report that CBS audiences fell off slightly compared to February 1983 levels (71,000 fewer homes) but that ABC saw its audience levels fall by 1,885,000 households, principally because last year's audience levels were abnormally inflated due to *Winds of War*. (CBS also says that the 3% loss in total network viewership can be traced to *Winds of War*'s effect on last year's HUT [homes using television] levels.)

NBC, according to CBS researchers, was the only network to gain audience after comparing February 1984 and February 1983 sweep results—it picked up 600,000 households.

According to ABC researchers, CBS led in 70 markets, ABC affiliates took first place in 65 markets and NBC was first in 14. ABC says it tied for first place with CBS in three markets.

CBS researchers report that network came in first in 67.8 markets, while ABC placed first in 63.3 markets and NBC was first in 13.8 markets. (CBS uses a split-point system for ties.) CBS reports it placed first in 16.8 more markets this year compared to last year, while ABC lost a first place showing in 20.7 markets.

Both ABC and CBS calculated that NBC placed third in about 90 markets—14 fewer than last year, according to CBS.

□

The chart beginning below was developed by BROADCASTING from compilations of Arbitron market-by-market reports by CBS. Household numbers are in thousands (add 000) per average quarter hour (8-11 p.m. Monday-Saturday and 7-11 p.m. Sunday). Boldface numbers indicate market winner. A dash (—) indicates no primary affiliate in the market. An asterisk shows a new station in the market or an affiliation change between February 1983 and February 1984 sweeps. The 1984 sweeps period was Feb. 1-28. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, V.I. □

ADI (rank)	1984 households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	19	19	**28**
Albany, Ga. (150)	8	—	**59**
Albany-Schenectady-Troy, N.Y. (51)	**110**	88	68
Albuquerque, N.M. (62)	**89**	53	60
Alexandria, La. (163)	—	—	**38**
Alexandria, Minn. (178)	—	**40**	—
Alpena, Mich. (208)	—	**7**	—
Amarillo, Tex. (115)	**44**	29	29
Anniston, Ala. (192)	—	**16**	—
Ardmore-Ada, Okla. (172)	11	**25**	—
Atlanta (16)	218	**236**	172
Augusta, Ga. (103)	44	**53**	27
Austin, Tex. (82)	50	**57**	37
Bakersfield, Calif. (147)	**31**	23	22
Baltimore (21)	**216**	179	152
Bangor, Me. (156)	24	**27**	20
Baton Rouge (91)	65	**71**	35
Beaumont-Port Arthur, Tex. (120)	41	**50**	37
Bend, Ore. (203)	—	**6**	—
Billings-Hardin, Mont. (169)	**20**	17	6
Biloxi-Gulfport-Pascagoula, Miss. (179)	**39**	—	—
Binghamton, N.Y. (134)	19	**52**	18
Birmingham, Ala. (48)	**121**	50	106
Bluefield-Beckley-Oak Hill, W.Va. (131)	30	—	**31**
Boise, Idaho (137)	**33**	25	27
Boston (6)	**450**	298	239
Bowling Green, Ky. (187)	**23**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	27	59	**80**
Buffalo, N.Y. (33)	**121**	111	88
Burlington-Plattsburgh, Vt. (93)	20	**50**	34
Casper-Riverton, Wyo. (180)	**18**	9	2
Cedar Rapids-Waterloo, Iowa (76)	**69**	50	50
Charleston, S.C. (111)	39	**51**	35
Charleston-Huntington, W.Va. (43)	70	100	**132**
Charlotte, N.C. (32)	127	**145**	50
Chattanooga (79)	**59**	56	57
Cheyenne, Wyo. (189)	—	**19**	—
Chicago (3)	**564**	487	501
Chico-Redding, Calif. (138)	**33**	28	—
Cincinnati (28)	143	**146**	102
Clarksburg-Weston, W.Va. (162)	—	**30**	20
Cleveland (11)	**344**	249	227
Colorado Springs-Pueblo (105)	**54**	41	32
Columbia, S.C. (90)	37	38	**73**
Columbia-Jefferson City, Mo. (141)	28	**36**	20
Columbus, Ga. (113)	47	**52**	19
Columbus, Ohio (35)	**140**	133	123
Columbus-Tupelo, Miss. (136) *	11	30	**47**
Corpus Christi, Tex. (125)	**37**	29	24
Dallas-Fort Worth (9)	260	**262**	194
Davenport, Iowa-Rock Island-Moline, Ill. (75)	65	66	**69**
Dayton, Ohio (49)	96	**113**	65
Denver (19)	**197**	148	150
Des Moines (67)	65	**75**	69
Detroit (7)	**368**	351	290
Dothan, Ala. (160)	12	**48**	—
Duluth, Minn.-Superior, Wis. (114)	**41**	30	27
El Centro, Calif.-Yuma, Calif. (177)	5	—	**8**
El Paso, Tex. (103)	38	36	**39**
Elmira, N.Y. (165)	**14**	—	13
Erie, Pa. (146)	31	26	**38**

ADI (rank)	1984 households (000) ABC	CBS	NBC
Eugene, Ore. (126)	**39**	33	13
Eureka, Calif. (181)	**12**	**12**	—
Evansville, Ind. (88)	**60**	49	41
Fargo, N.D. (101) *	**45**	35	37
Flint-Saginaw-Bay City, Mich. (56)	**103**	53	96
Florence, S.C. (149)	21	**70**	—
Fort Myers-Naples, Fla. (112)	26	**41**	23
Fort Smith, Ark. (148)	28	**57**	23
Fort Wayne, Ind. (95)	**55**	43	41
Fresno, Calif. (65)	59	**65**	41
Gainesville, Fla. (170)	**22**	—	—
Glendive, Mont. (209)	—	**1**	—
Grand Junction, Colo. (185)	11	**16**	—
Grand Rapids-Kalamazoo, Mich. (38)	**115**	99	86
Great Falls, Mont. (176)	**16**	**16**	—
Green Bay, Wis. (69) *	**76**	59	66
Greensboro-Winston Salem-High Point, N.C. (50)	96	**116**	77
Greenville-New Bern, N.C. (98)	33	**60**	57
Greenville-Asheville-Spartanburg, S.C. (36)	101	**133**	120
Greenwood-Greenville, Miss. (174)	**27**	12	—
Harrisburg-Lancaster-Lebanon-York, Pa. (46)	86	84	**99**
Harrisonburg, Va. (196)	**21**	—	—
Hartford-New Haven, Conn. (22)	166	**185**	67
Helena, Mont. (205)	—	—	**5**
Houston (10)	**257**	250	201
Huntsville-Decatur-Florence, Ala. (92)	46	**62**	48
Idaho Falls-Pocatello (157)	15	**20**	19
Indianapolis (24)	**153**	**153**	123
Jackson, Miss. (84)	35	67	**68**
Jackson, Tenn. (183)	**25**	—	—
Jacksonville, Fla. (64)	56	**89**	42
Johnstown-Altoona, Pa. (80)	1	61	**86**
Jonesboro, Ark. (173)	**25**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	34	**44**	27
Kansas City, Mo. (27)	142	**148**	123
Knoxville, Tenn. (58)	72	**100**	43
La Crosse-Eau Claire, Wis. (129)	23	36	**41**
Lafayette, Ind. (191)	—	**15**	—
Lafayette, La. (109)	43	**72**	—
Lake Charles, La. (168)	—	—	**39**
Lansing, Mich. (98)	—	**58**	38
Laredo, Tex. (198)	—	4	**5**
Las Vegas (102)	**40**	37	32
Laurel-Hattiesburg, Miss. (164)	—	—	**30**
Lexington, Ky. (77)	49	**69**	53
Lima, Ohio (193)	—	—	**14**
Lincoln-Hastings-Kearney, Neb. (89)	36	**53**	16
Little Rock, Ark. (53)	**90**	87	79
Los Angeles (2)	**785**	585	596
Louisville, Ky. (44)	75	**111**	95
Lubbock, Tex. (131)	23	**33**	23
Macon, Ga. (140)	19	**47**	19
Madison, Wis. (106)	46	**54**	32
Mankato, Minn. (197)	—	**13**	—
Marquette, Mich. (184)	—	**23**	—
McAllen-Brownsville, Tex. (120)	**36**	33	20
Medford, Ore. * (152)	—	23	**28**
Memphis (38)	81	**141**	117
Meridian, Miss. (171)	**22**	12	5
Miami (13)	206	**218**	164
Milwaukee (29)	**159**	132	105
Minneapolis-St. Paul (14)	**239**	210	136
Minot-Bismarck-Dickinson, N.D. (142)	—	31	**35**
Missoula-Butte, Mont. (153)	**35**	—	20
Mobile, Ala.-Pensacola, Fla. (61)	68	**94**	63
Monroe, La.-El Dorado, Ark. (114)	10	**74**	25
Montgomery, Ala. (119)	20	28	**62**
Nashville, Tenn. (31)	95	**156**	134
New Orleans (34)	106	**152**	102
New York (1)	**1,142**	1,000	992
Norfolk-Portsmouth, Va. (47)	84	**102**	81
North Platte, Neb. (207)	—	—	**7**
Odessa-Midland, Tex. (144)	26	**32**	22
Oklahoma City (40)	100	**102**	85
Omaha (71)	**91**	69	60
Orlando-Daytona Beach, Fla. (30)	**143**	109	101
Ottumwa, Iowa-Kirksville, Mo. (204)	**22**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (72)	36	**82**	59
Palm Springs, Calif. (186)	**10**	—	5
Panama City, Fla. (175)	21	—	**22**
Parkersburg, W.Va. (194)	—	—	**10**
Peoria, Ill. (100)	**42**	**42**	40
Philadelphia (4)	**536**	427	404
Phoenix-Flagstaff (25)	**146**	144	103
Pittsburgh (12)	**319**	255	150
Portland, Ore. (23)	**155**	125	104
Portland-Poland Spring, Me. (78)	**72**	43	43
Presque Isle, Me. (200)	—	**8**	—
Providence, R.I.-New Bedford, Mass. (41)	**124**	90	102
Quincy, Ill.-Hannibal, Mo. (152)	—	**34**	31
Raleigh-Durham, N.C. (37)	113	**115**	35
Rapid City, S.D. (161)	15	—	**25**
Reno (124)	**37**	21	18
Richmond, Va. (57)	74	**101**	75
Roanoke-Lynchburg, Va. (68)	49	**91**	59
Rochester, Minn.-Mason City, Iowa (139)	**31**	19	30
Rochester, N.Y. (70)	**80**	62	46
Rockford, Ill. (109)	**44**	39	35
Roswell, N.M. (188) *	3	**14**	—
Sacramento-Stockton, Calif. (20)	**177**	133	130
St. Joseph, Mo. (190)	**17**	—	—
St. Louis (18)	196	**220**	178
Salinas-Monterey-San Jose, Calif. (108)	**64**	24	26
Salisbury, Md. (166)	14	**23**	—
Salt Lake City (42)	**110**	98	82
San Angelo, Tex. (195)	—	**12**	—
San Antonio,Tex. (45)	98	**118**	73
San Diego (26)	**137**	118	69
San Francisco (5)	**352**	309	240
Santa Barbara-Santa Maria, Calif. (116)	**33**	22	16
Savannah, Ga. (107)	35	**56**	23
Seattle-Bellingham-Tacoma (15)	**251**	141	155
Selma, Ala. (206)	—	**9**	—
Shreveport, La.-Texarkana, Tex. (55)	79	**94**	64
Sioux City, Iowa (135)	**35**	12	33
Sioux Falls-Mitchell, S.D. (95) *	42	**68**	22
South Bend-Elkhart, Ind. (80)	**54**	**54**	**54**
Spokane, Wash. (74)	**77**	54	49
Springfield, Mass. (96)	**52**	—	44
Springfield, Mo. (82)	23	**64**	60
Springfield-Decatur-Champaign, Ill. (73)	59	**65**	59
Syracuse, N.Y. (66)	**82**	**82**	80
Tallahassee, Fla. (128) *	12	**58**	6
Tampa-St.Petersburg-Sarasota (17)	**229**	217	139
Terre Haute, Ind. (126)	15	**43**	42
Toledo, Ohio (60)	77	**94**	82
Topeka, Kan. (145) *	13	**33**	23
Traverse City-Cadillac, Mich. (132)	22	**53**	31
Tucson, Ariz. (85)	**58**	44	41
Tulsa, Okla. (55)	**94**	79	61
Tuscaloosa, Ala. (188)	—	**12**	—
Twin Falls, Idaho (203)	—	—	**10**
Tyler, Tex. (159)	**56**	—	—
Utica, N.Y. (158)	**18**	—	**18**
Victoria, Tex. (202)	4	—	**6**
Waco-Temple, Tex. (97) *	—	**57**	40
Washington-Hagerstown, Md. (8)	**278**	258	204
Watertown-Carthage, N.Y. (167)	—	**19**	—
Wausau-Rhinelander, Wis. (132)	33	**42**	12
West Palm Beach-Ft. Pierce, Fla. (63)	**50**	22	**50**
Wheeling, W.Va.-Steubenville, Ohio (123)	—	**43**	**43**
Wichita-Hutchinson, Kan. (58)	**78**	77	70
Wichita Falls-Lawton (130)	29	**33**	25
Wilkes Barre-Scranton, Pa. (52)	**117**	67	84
Wilmington, N.C. (150)	30	—	**50**
Yakima, Wash. (122)	31	**32**	20
Youngstown, Ohio (83)	54	**57**	45
Zanesville, Ohio (198)	—	—	**9**

Truth is steamier than fiction in new HBO documentaries

'America Undercover,' monthly series, will examine subjects of 'primal interest' such as murder, child abuse and homosexuality

HBO is introducing this month a new series of monthly one-hour documentary programs which will be presented under the umbrella title, *America Undercover*. The first program, which explores mass murderers (Edward Kemper, Theodore Bundy and others) and their victims is entitled "Murder: No Apparent Motive" and debuts April 24.

HBO aired several documentaries over the past year (including one called "Women Who Kill," produced by actress Lee Grant) and decided the programs could be better promoted to viewers if they were packaged in an ongoing series.

Bridget Potter, HBO senior vice president, original programing, stressed that *America Undercover* is not an attempt by the cable network to get into the news business. "We are not trying to be a news organization here," she said. And while HBO has neither the interest nor the resources to become a news organization, Potter says "I think there's a kind of storytelling to be done in the nonfiction area, where the networks are cutting back quite a bit."

The HBO documentaries will focus on "subjects we know there is a kind of a primal interest in," Potter said, such as murder, child abuse, homosexuality and emergency room medical treatment, all of which will be dealt with in upcoming programs. While the program topics may be sensational on their face, Potter insists they will not be handled in a sensationalized manner.

The first *America Undercover* program lives up to that promise. "Murder: No Apparent Motive" was produced by Imre Horvath, who was a film editor and later a producer for CBS's *60 Minutes* for 11 years. (He won an Emmy for a segment he produced during his last year with the show, 1979, which focused on a family with an autistic child.)

This murder documentary, from a standards and practices viewpoint, contains nothing that would be unacceptable on broadcast television, but is still explicit in its treatment of the crimes. Horvath conducts an interview at Vacaville State Penitentiary in California with convicted murderer Edward Kemper, who calmly and candidly analyzes his series of brutal killings, which involved stabbings, shootings and decapitations, the last victim being his mother. The program also features interviews with investigators, psychologists and people close to some of the victims.

"Essentially, there were no advance guidelines," said Horvath. "We did what was effective and necessary to get the point across." Potter added that the only standards applied to the series are those of "good taste and judgment." She said, however, that "we can and will" be more graphic in some of the programs than might be acceptable on network TV if the circumstances of the program call for it.

All the documentaries are being produced by outside production companies. Potter declined to reveal the budget that's been allocated to *America Undercover*, but Horvath said the cost of producing "Murder: No Apparent Motive" was "comparable" to what it would cost to produce a one-hour documentary on network television.

Potter said HBO's commitment to the documentary series is "open ended" and that programs have been lined up through 1984.

"We've been doing nonfiction programing since we started producing original programing," said Potter. "*America Undercover* is a maturing of that effort." □

Five nights give CBS the week

CBS recaptured the front position in prime time ratings for the week ended March 25 after an upset by ABC the week before, marking CBS's 17th win in the 26-week-old season. According to Nielsen's National Television Index, CBS took a lead of two rating points over second place ABC to win an average of 17.7% of all television households and a 29% share of all television sets in use. ABC recorded a 15.7 rating and 25 share and NBC had a 14.4/23. The combined three-network share of 77 is 1% less than the same week one year ago.

In the season-to-date averages, CBS maintained a lead of eight-tenths of a rating point with an 18.1/28 compared to ABC's 17.3/27 and NBC's 15/24.

CBS had eight of the top 10 programs while ABC and NBC had one each with, respectively, *Dynasty* and *A-Team*. The premiere of CBS's new *Kate and Allie* was the fourth-ranked program of the week with an average 23.1/34, but *60 Minutes* fell to 10th place—its lowest position this season—with a 21.8/36.

CBS won five nights—Monday, Thursday, Friday, Saturday and Sunday. ABC won Wednesday and NBC won Tuesday.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.0/41
2.	Dynasty	ABC	26.1/39
3.	Simon & Simon	CBS	23.7/36
4.	Kate & Allie	CBS	23.1/34
5.	Falcon Crest	CBS	23.0/39
6.	Knot's Landing	CBS	22.4/37
7.	Newhart	CBS	22.4/34
8.	A-Team	NBC	22.3/33
9.	Cagney & Lacey	CBS	21.8/37
10.	60 Minutes	CBS	21.8/36
11	Fall Guy	ABC	20.8/32
12.	TV's Bloopers, Practical Jokes	NBC	20.8/31
13.	Hotel	ABC	19.9/34
14.	Hardcastle & McCormick	ABC	19.7/30
15.	Magnum, P.I.	CBS	19.6/31
16.	Three's Company	ABC	19.3/29
17.	Alice	CBS	18.9/29
18.	Gimme A Break	NBC	18.4/30
19.	Jeffersons	CBS	18.3/28
20.	Scarecrow & Mrs. King	CBS	10.3/27
21.	Riptide	NBC	17.6/27
26.	Facts of Life	NBC	17.3/27
21.	Matt Houston	ABC	17.6/31
22.	Family Ties	NBC	17.5/27
23.	Foulups, Bleeps & Blunders	ABC	17.4/26
24.	Mike Hammer	CBS	17.3/32
25.	Trapper John, M.D.	CBS	17.3/30
26.	Facts of Life	NBC	17.3/27
27.	Time Bomb	ABC	17.1/28
28.	Webster	ABC	17.0/27
29.	Real People	NBC	16.8/26
30.	a.k.a. Pablo	ABC	16.5/24
31.	20/20	ABC	16.4/27
32.	Shaping Up	ABC	16.4/25
33.	Remington Steele	NBC	16.2/28
34.	Johnny Carson Special	NBC	16.8/27
35.	Cheers	NBC	16.8/24
36.	Night Court	NBC	16.8/24
37.	People Are Funny*	NBC	16.7/26
38.	Dukes Of Hazzard	CBS	16.6/26
38.	Silver Spoons	NBC	16.6/26
40.	Love Boat	ABC	16.5/26
40.	Matt Houston	ABC	16.5/26
42.	Airwolf	CBS	15.4/26
43.	Diff'rent Strokes	NBC	15.2/26
44.	Benson	ABC	15.2/25
45.	T.J. Hooker	ABC	15.1/26
46.	Knight Rider	NBC	15.1/23
47.	Getting Physical	CBS	14.9/24
48.	Alien	ABC	14.8/25
49.	Rich And Famous	ABC	14.5/23
50.	Blue Thunder	ABC	14.2/23
51.	Fantasy Island	ABC	14.0/26
52.	Suzanne Pleshette Show	CBS	14.0/22
53.	Mama's Family	NBC	13.9/23
54.	Domestic Life	NBC	13.2/20
55.	Hart To Hart	ABC	13.1/23
56.	One Day At A Time	CBS	13.0/20
57.	Back Roads	CBS	12.9/21
58.	Ripley's Believe It or Not	ABC	12.8/21
59.	Lottery	ABC	12.8/20
60.	Dukes Of Hazzard (Sat.)	CBS	12.6/26
61.	Automan	ABC	12.6/19
62.	Bugs Bunny Special	CBS	12.4/18
63.	Mister Roberts	NBC	12.1/20
64.	Hill Street Blues	NBC	11.7/19
65.	Buffalo Bill	NBC	11.7/18
66.	Mama Malone	CBS	11.5/18
67.	Master	NBC	11.4/19
68.	Yellow Rose	NBC	10.6/20
69.	Two Marriages	ABC	9.0/14
70.	We Got It Made	NBC	8.2/13
71.	New Show	NBC	7.0/12
72.	Fins Camera	NBC	6.4/11

*indicates premiere episode

assignment of license from Sunbelt Broadcasting Inc. to Prorad Communications Inc. for $475,000, including $450,000 seller's note. Seller is owned by Donald W. Curtis (90%) and J.D. Longfellow (10%). They bought stations for $284,500 four years ago ("Changing Hands," March 17, 1980). Curtis recently sold WEWO(AM)-WSTS(FM) Laurinburg, N.C., to Durham, N.C.-based group owner Durham Life Broadcasting, of which he is now general manager ("Changing Hands," Dec. 19, 1983). He has also sold, subject to FCC approval, WTNC(AM)-WEYE(FM) Thomasville, N.C., ("Changing Hands," Dec. 19, 1983). Longfellow is Laurinburg-based CPA who has no other broadcast interests. Buyer is owned by Robert M. Binkley and his wife, Lorri G. He is vice president of sales for Laurinburg and Tabor City stations. She is office manager of appliance store. Action March 8.

■ KEX(AM)-KKRZ(FM) Portland, Ore. (1190 khz, 50 kw-U; FM: 100.3 mhz, 100 kw, HAAT: 900 ft.)—Granted assignment of license from KEX Inc. and KQFM Inc. to Taft Television and Radio Co. inc. for $8,127,391. Sale includes approximately 50 acres of land. Seller is owned by estate of Ina S. Autry—Orvon Gene Autry and Stanley B. Schneider, co-executors. It also owns WCXI-AM-FM Detroit and KAUT(TV) Oklahoma City. Gene Autry also owns KMPC(AM) Los Angeles and KPLZ(FM)-KVI(AM) Seattle. Buyer is Cincinnati-based, publicly traded, producer, syndicator and group owner of five AM's, six FM's and seven TV's. It is headed by Dudley S. Taft, president, and Carlyle J. Wagner, executive vice president, radio and cable TV. Action March 14.

■ WMGW(AM)-WZPR(FM) Meadville, Pa. (1490 khz, 1 kw-D, 250 w-N; FM: 100.3 mhz, 10 kw, HAAT: 530 ft.)—Granted assignment of license from Regional Broadcasters Inc. to Great Circle Broadcasting Co. for $900,000 including $700,000 cash and $100,000 noncompete agreement. Seller is owned by Alastair B. Martin; his wife, Edith P., and their family. They also own WPIC(AM)-WYFM(FM) Sharon, Pa., and WKOP(AM) Binghamton, N.Y. They are majority owners of WAAL(FM) Binghamton, N.Y., and WXQT(AM)-WGRD(FM) Grand Rapids, Mich. Buyer is owned by Beth J. Gunton (70%) and her son, Gary E. (30%). They own Berwyn, Pa.-based building products distributor and have no other broadcast interests. Action March 13.

■ KTAB-TV Abilene, Tex. (CBS, ch. 32; 2051.3 kw vis., 610.7 kw aur., HAAT: 909.5 ft.; ant. height above ground: 749 ft.)—Granted transfer of control from William Terry (55% before; 50% after) to Brian Mundy and Larry Fitzgerald (none before; 2.5% each after) for $15,000. Action March 13.

■ WADC(AM)-WIBZ(FM) Parkersburg, W. Va. (1050 khz, 5 kw-D; FM: 99.3 mhz, 3 kw, HAAT: 210 ft.)—Granted assignment of license from CDI Communications-WADC/WIBZ Partnership to Parkersburg/Marietta Broadcasting Inc. for $780,000, including $740,000 cash. Seller is group of 32 investors headed by Gerald P. Mikitka, sole limited partner. It also owns KQSA(AM)-KIXY-FM San Angelo, Tex., and WKZN-AM-FM Zion, Ill. (Kenosha, Wis.). It recently sold WIVI-FM Christiansted, St. Croix, Virgin Islands, for $800,000 ("Changing Hands," Sept. 19, 1983). Buyer is owned by James T. Embrescia, Cleveland-based businessman and broadcast consultant, and his wife, Christina. He and his brother, Thomas Embrescia, who recently bought WIFE(AM) Indianapolis, were former owners of WBBG(AM)-WMJI(FM) Cleveland, which they sold two years ago. Action March 9.

Facilities changes

AM applications

Tendered

■ WRSL (1520 khz) Stanford, Ky.—Seeks CP to increase pwr. to 1 kw. App March 26.

Accepted

■ WHMA (1390 khz) Anniston, Ala.—Seeks mod. of license to change SL and operate trans. by RC from proposed SL. App. March 23.

■ KLLV (1560 khz) Breen, Colo.—Seeks mod. of CP(BP-820803AF, as mod.) to decrease power from 10 kw to 5 kw. MEA. App. March 23.

FM applications

Tendered

■ KMTX-FM (105.3 mhz) Helena, Mont.—Seeks mod. of CP(BPH-820324AN) to change ERP to 100 kw.; change HAAT to 1,892 ft.; change TL, and make changes in ant. sys. App. March 22.

Summary of broadcasting
as of February 29, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ *KDCV-FM (91.1 mhz) Blair, Neb.—Seeks CP to change ERP to 0.100 kw (H). App. March 26.

Accepted

■ WXCR (92.1 mhz) Safety Harbor, Fla.—Seeks mod. of CP to change SL. App. March 22.

■ WPCH (94.9 mhz) Atlanta—Seeks CP to change HAAT to 968 ft. App. March 22.

■ WSEZ (93.1 mhz) Winston-Salem, N.C.—Seeks CP to change ERP to 100 kw; change HAAT to 243 ft., and make changes in ant. sys. App. March 23.

■ KOB-FM (93.3 mhz) Abuquerque, N.M.—Seeks CP to make changes in ant. sys. App. March 22.

■ WGFM (99.5 mhz) Schenectady, N.Y.—Seeks CP to make changes in ant. sys. App. March 22.

■ WEBN (102.7 mhz) Cincinnati—Seeks CP to change ERP to 16.6 kw and change HAAT to 876 ft. App. March 26.

■ KNFM (92.3 mhz) Midland, Tex.—Seeks CP to change TL and change HAAT to 388 ft. App. March 26.

TV applications

Accepted

■ New (ch. 44) Pensacola, Fla.—Seeks MP (BPCT-821109KH) to change ERP to 3,491 kw vis. and 349.1 kw aur.; change HAAT to 1,542 ft.; change TL, and make changes in ant. sys. App. March 26.

■ WCEE (ch. 13) Mt. Vernon, Ill.—Seeks MP to change ERP to 316 kw vis. and 31.6 aur.; change HAAT to 989 ft., and make changes in ant. sys. App. March 26.

■ WBDB (ch. 40) Jackson, Miss.—Seeks MP(BPCT-810805KE) to change ERP to 1,040 kw vis., 104 kw aur., and change HAAT to 1,210 ft. Ann. March 23.

AM actions

■ KOGA (930 khz) Ogallala, Neb.—Returned app. for CP to increase pwr. to 2.5 kw-D and change to DA-2. Action March 14.

■ WLWL (770 khz) Rockingham, N.C.—Granted app. for CP to change freq. to 770 khz.; increase pwr. to 5 kw, and make changes in ant. sys. Action March 19.

■ New (1030 khz) Memphis—Granted app. for MP (BP-810129AB)to change from DA to non-DA (daytime) and 10 kw non-DA critical hours. Action March 16.

Call letters

Applications

Call	Sought by
	New FM's
KHAZ	Peak Broadcasting Co., Hays, Kans.
KISY	Cavaness Broadcasting Inc., Tioga, La.
KQAI	Dream Communications, Inc., Childress, Tex.
WSTX-FM	Virgin Islands Bdcstg. Corp., Christiansted, St. Croix, Virgin Islands
	New TV
WDEM	Whitco Broadcasters, Inc., Hollywood, Fla.
	Existing AM's
WYSE	WAZA Vision Communications, Inc., Bainbridge, Ga.
KILJ	KKSI KILJ AM Ltd., Mt. Pleasant, Iowa
KCEZ	KXLF Mountain Sky Broadcasting, Inc., Butte Mont.
KBNG	KVGM Big Bang, Inc., Yakima, Wash.
	Existing FM
KYSN	KTRW Challenger Broadcasting Corp., East Wenatchee, Wash.

Grants

Call	Sought by
	New FM's
WKLG	Freeman Broadcasting Co., Rock Harbor, Fla.
KDMC	Dyersville Music Corp., Dyersville, Iowa
*WFUM-FM	The Regents of the University of Michigan, Flint, Mich.
KZOU	Southwest Communications, Inc., Centralia, Mo.
	New TV's
KOMT	Baxter Broadcasting, Inc., Mountain Home, Ark.
WBNA	Word Broadcasting Network, Inc., Louisville, Ky.
WLTK	TV-8, Inc., Somerset, Ky.
KDRT	Del Rio Communications., Inc., Del Rio, Tex.
	Existing AM's
KLCY	KYSS Garden City Broadcasting, Inc., Missoula, Mont.
WYGL	WQBQ David Bernstein, Selinsgrove, Pa.
WKAV	WXAM Cavalier Country Broadcasting, Inc., Charlottesville, Va.
	Existing FM's
WLVE	WWWL Community Service Broadcasters, Inc., Miami
WFMG	WYMX American Republic Communications of Georgia, Inc., Augusta, Ga.
WLAB	WLHI The Lutheran Association for Broadcasting, Inc., Fort Wayne, Ind.
WGTZ	WJAI Great Trails Broadcasting Corp., Eaton, Ohio
KDNT-FM	KDNG-FM Mel Wheeler, Inc., Gainesville, Tex.
KLTR	KRLY Gulf Broadcast Group, Houston
KZOM	KOAY Benito Juarez Sandoval, Stamford, Tex.
KLCY-FM	KLCY Ninety-Four Corp., Salt Lake City
	Existing TV
WBKZ	WXJC-TV James A. Chase, Angola, Ind.